NICKELODEON™

INTL EDITION

2009 HOME VIDEO DESIGN

quick reference guide

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INTRO

This quick reference guide outlines the basics of Nickelodeon home video design, and specifies how to update older Nickelodeon home video packages with the latest branding and video templates.

If you are creating a new video package, you can still use this guide and companion templates for direction. Please keep in mind this guide does not cover key art design specifics and new key art will be subject to Nickelodeon approval.

This guide is designed as a companion to the new home video templates. The new SpongeBob, Diego, and Dora templates are available for download on Nicksource.com, file names: SB_INTL_HOMEVIDEO_TEMPLATES.zip, GDG_INTL_HOMEVIDEO_TEMPLATES.zip, and DE_INTL_HOMEVIDEO_TEMPLATES.zip. Please be sure you have downloaded these new templates.

Are you ready? Let's go...

2009 HOME VIDEO DESIGN

quick reference guide

INTL EDITION

LOGOS:

Please use the newest property logos grouped with the new Nickelodeon One Splat. These logo lockups can be downloaded from Nicksource.com and are available in localized versions.

The Nickelodeon splat and property logo lockup must be placed in the top left corner as shown to the left. (Exceptions do exist for this rule, but top left placement is usually the best solution.)

The Nickelodeon splat must print PMS 021.

The splat shape can not be used anywhere other than for the Nickelodeon logo and the splat shape in the logo cannot change.

KEY ART:

When re-purposing old art for a new video package, regardless of what template it was originally designed in, it needs to be reworked to fit this new template. The key art needs to bleed off of all sides.

If you are creating new key art, keep in mind that it is the most important part of the packaging. It draws in the consumer, and tells the story of the video. It needs to be exciting and engaging. Try to keep it simple and bold. Large character art, a strong theme, and a large and legible title are important to a successful key image.

TITLES:

If you are creating new key art, be sure to think about how the title design interacts with the key art: choose a font that best conveys the theme or feeling of the art or property. Design the text so it is an interesting composition and works well in the allotted space. Color it to stand out from the background. All title designs are subject to Nickelodeon approval.

TEMPLATE:

There are no banners, spines or marketing bursts used on the front cover of the new template. The key art should not be obscured with unnecessary information. If you need to include a banner, snipe or burst for marketing reasons, please be sure that it does not distract too much from the key art; all additions are subject to Nickelodeon approval.

FRONT PANEL AND KEY ART - SPONGEBOB, DORA, AND DIEGO

2009 HOME VIDEO DESIGN

quick reference guide

INTL EDITION

LOGOS:

The Nickelodeon splat and property logo lockup must be placed in the top left corner of the back panel as shown to the left.

On the spine, the Nickelodeon logo is disconnected from the SpongeBob logo and cropped at the top; the SpongeBob logo is placed just below it as shown to the left.

COLORS:

You will notice that the template is supplied in grayscale. You will need to color the template to best suit the theme of the video, or to match the key image coloring.

When choosing colors, please keep the palette simple. It is often best to choose two color groups – the first color for the majority of background objects and the other a contrasting color for the top elements (episode titles, and screen grab frame) so they pop. For instance, the example on the left shows tones of purples used in the background elements, and bright yellow for the top elements.

All coloring can be done in Illustrator with the exception of the main background water image. This is a linked Photoshop document and needs to be colored in Photoshop and then replaced in the template file. Please see the next page for details on recoloring this image.

OTHER DETAILS:

Place screen grabs inside of the holding shape as seen to the left. If no grabs are available, you may use art from the guides if they match the video theme.

The special features should be placed inside of the jellyfish holding shape as seen to the left and in the design templates. If there are no special features for the video, please remove the jellyfish and use character art in its place.

All legal lines, creator credit, regional codes/certs/ratings, and other logos or written information need to be placed in the area at the bottom where the box marked "FPO" currently sits. (Note: The white box should not print. Fit all of the information inside of the bottom ground shape; feel free to adjust the height of this ground shape to make enough room).

All Nickelodeon URLs need to be written out in plain text. Do not use URL or tune in logos.

BACK PANEL AND SPINE - SPONGEBOB

SPONGEBOB BACK PANEL WALK-THRU:

The main water background image on the back panel of the SpongeBob video template is actually a linked Photoshop file. The file (SB_BACK_PANEL.psd) is located in the folder marked "LINKED_FILES". You will need to open this file in Photoshop to add color. Please follow the instructions below on how to add color:

Once the file is opened in Photoshop, in your layers palette you will see a hue/saturation layer applied to the main background as well as to each of the flower shapes in the water (see figure A).

If you double click on the hue/saturation layer, a dialog box will open up (see figure B). Note that the "colorize" box is checked in the bottom right corner.

From here you would increase the saturation to an appropriate level and adjust the hue and lightness bars until you get the colors you want. Do this for each hue/saturation layer (see figure C).

Save the file and it should automatically update in the Illustrator template file. If it doesn't, just place the new one in the document and delete the old one.

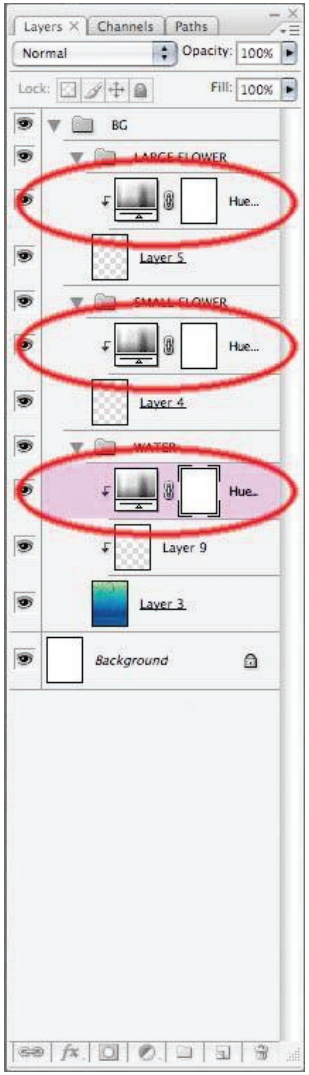


FIGURE A

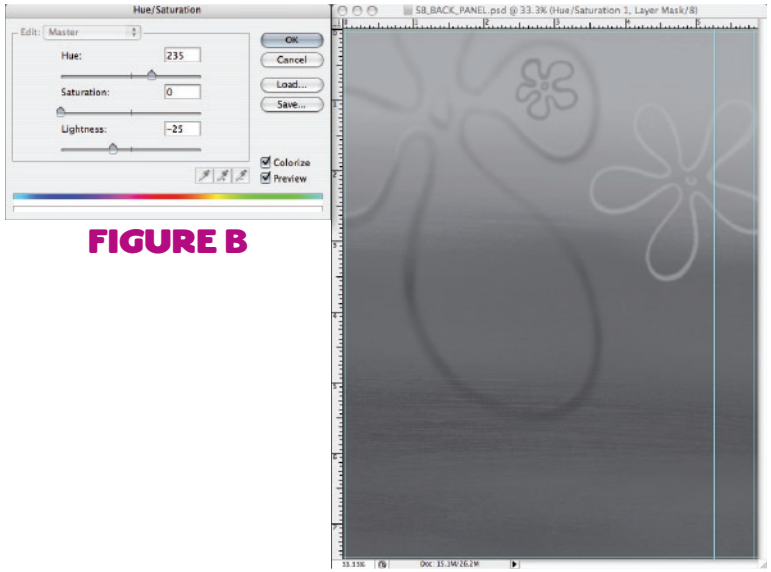


FIGURE B

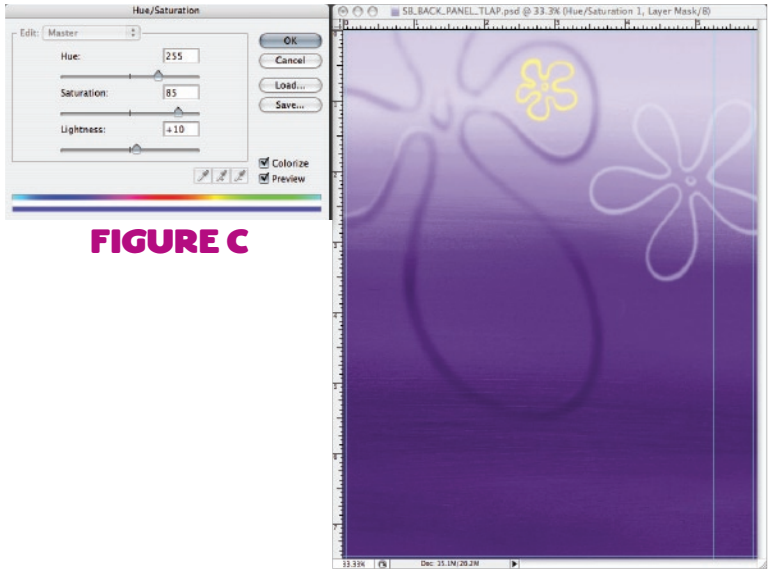
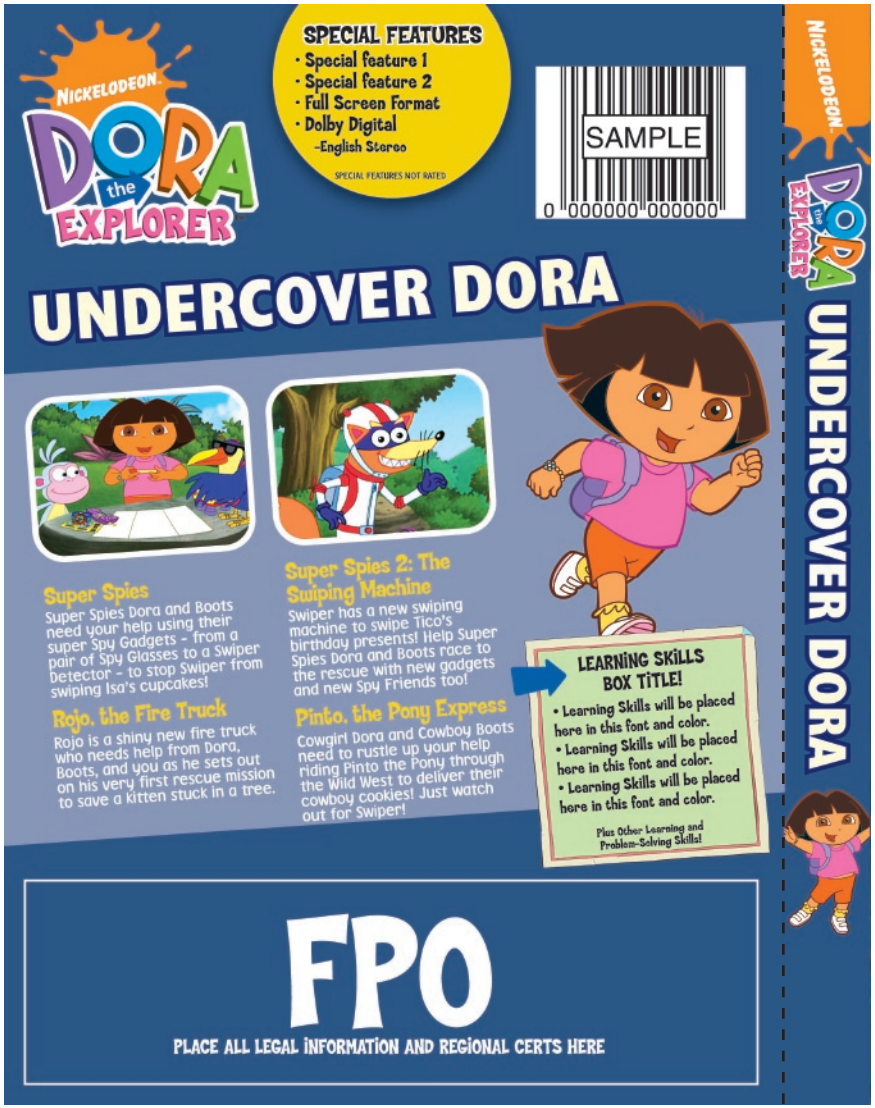


FIGURE C

2009 HOME VIDEO DESIGN

quick reference guide

INTL EDITION



LOGOS:

The Nickelodeon splat and property logo lockup must be placed in the top left corner of the back panel as shown to the left.

On the spine, the Nickelodeon logo is disconnected from the Dora logo and cropped at the top; the Dora logo is placed just below it as shown to the left.

COLORS:

You will notice that the template is supplied in grayscale. You will need to color the template to best suit the theme of the video, or to match the key image coloring.

When choosing colors, please keep the palette simple. It is often best to choose two color groups – the first color for the majority of background and the other a contrasting color for the top elements (episode titles, and special features) so they pop. For instance, the example on the left shows tones of dark blues used in the background elements, and bright yellow for the top elements. NOTE: The stripe across the back needs to be the same color as the main area, but a lighter shade. Do not make this stripe a different color.

OTHER DETAILS:

Place screen grabs inside of the holding shapes as seen to the left. If no grabs are available, you may use art from the guides if they match the video theme.

The special features should be placed inside of the circle shape as seen to the left. If there are no special features for the video, please remove the circle.

All learning skills should placed in the Learning Skills Box as shown to the left. If no learning skills exist, please remove the box, and move the character art down to balance out the space.

All legal lines, creator credit, regional codes/certs/ratings, and other logos or written information need to be placed in the area at the bottom where the box marked "FPO" currently sits. (Note: The white box should not print. Fit all of the information inside of the bottom ground shape; feel free to adjust the height of this ground shape to make enough room).

All Nickelodeon URLs need to be written out in plain text. Do not use URL or tune in logos.

2009 HOME VIDEO DESIGN

quick reference guide

INTL EDITION

LOGOS:

The Nickelodeon splat and property logo lockup must be placed in the top left corner of the back panel as shown to the left.

On the spine, the Nickelodeon logo is disconnected from the Diego logo and cropped at the top; the Diego logo is placed just below it as shown to the left.

COLORS:

You will notice that the template is supplied in grayscale. You will need to color the template to best suit the theme of the video, or to match the key image coloring.

When choosing colors, please keep the palette simple. It is often best to choose two color groups – the first color for the majority of background and the other a contrasting color for the top elements (episode titles, and special features) so they pop. For instance, the example on the left shows tones of greens used in the background elements, and bright gold for the top elements. NOTE: The stripe across the back needs to be the same color as the main area, but a lighter shade. Do not make this stripe a different color.

OTHER DETAILS:

Place screen grabs inside of the holding shapes as seen to the left. If no grabs are available, you may use art from the guides if they match the video theme.

The special features should be placed inside of the circle shape as seen to the left. If there are no special features for the video, please remove the circle.

All learning skills should placed in the Learning Skills Box as shown to the left. If no learning skills exist, please remove the box, and move the character art down to balance out the space.

All legal lines, creator credit, regional codes/certs/ratings, and other logos or written information need to be placed in the area at the bottom where the box marked "FPO" currently sits. (Note: The white box should not print. Fit all of the information inside of the bottom ground shape; feel free to adjust the height of this ground shape to make enough room).

All Nickelodeon URLs need to be written out in plain text. Do not use URL or tune in logos.

BACK PANEL AND SPINE - DIEGO

2009 HOME VIDEO DESIGN

quick reference guide

INTL EDITION

LOGOS:

Please use the newest property logos grouped with the new Nickelodeon One Splat. These logo lockups can be downloaded from Nicksource.com and are available in localized versions.

The Nickelodeon splat and property logo lockup must be placed as shown to the left: Dora and Diego on the left side, and SpongeBob at the top.

COLORS:

You will notice that the template is supplied in grayscale. You will need to color the template to best suit the theme of the video, or to match the key image coloring.

The colors of the disc art need to match the colors used on the back panels of the packaging. NOTE: The stripe across the back needs to be the same color as the main area, but a lighter shade. Do not make this stripe a different color.

CHARACTER ART:

Place character art that is relevant to the video theme to the right side of the disc, as large as space allows.

OTHER DETAILS:

The titles need to be placed as shown to the left: Dora and Diego at the top, and SpongeBob to the left side.

All legal lines, creator credit, regional codes/certs/ratings, and other logos or written information need to be placed in the area at the bottom where "FPO" currently sits. Legal lines may wrap around the outer disc edge if you choose.

DISCS - SPONGEBOB, DORA, AND DIEGO